

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear Joe:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	#/ (6L), Cases	UPC Code
Light	8	12300-24995
Light 100	8	12300-24996
Full Flavor 100	8	12300-24997
Ultra Light 100	8	12300-25051
Light Menthol	4	12300-24998
Light Menthol 100	4	12300-25050
Full Flavor Box King	4	12300-25055
Light Box King	4	12300-25056

Product Arrival:

March 2, 1998

Ship Date to Retail:

Week of: March 9, 1998

EFT \$ Amount:

\$14,749.53

Promotion Description:

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$144.00 (24 (12M) case(s) @ \$6.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-HLFCTN.DOC

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DIRECT ACCOUNT CUSTOMER LIST

51854 9142

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

D O R A L

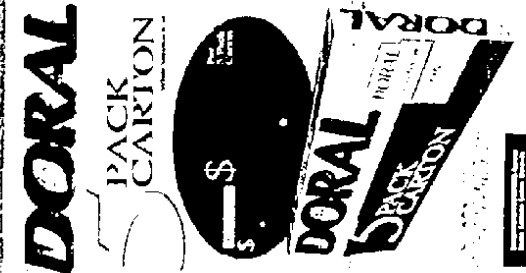
S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN 100	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	D/R ACCT SUPPLIER #
162304	162321	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	0
162306	162325	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSKILL	NY	60	60	60	60	30	30	30	30	611800	STANDARD ROSENBAUM	15966
162306	162325	637167	J&J RETAIL INC.	DBA \$1.00 DEALS	RENSSELAER	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	
162306	162326	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM	
							8	8	8	8	4	4	4	4	TOTAL CASES		

DORAL

**150,000 CASHIERS GIVES
5-PACK CARTON
A NEW WAY TO SAVE!**



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A NEW WAY TO SAVE!



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5-PACK CARTON

A NEW WAY TO SAVE!



5-Pack Replica

Dangler - Oversized

5-Pack Replica hangs from
the ceiling over the unique
floor display to call attention
to this great new offer.
Includes area for pricing.

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